

What is claimed is:

- 1 1. A method for customizing website traffic tracking data comprising the steps of:
2 inserting embedded tracking code in a web page containing a custom
3 event to be tracked;
4 modifying the embedding tracking code to track the occurrence of the
5 custom event to be tracked; and
6 configuring, via a user interface, a data collection server to receive the
7 custom event to be tracked.
- 1 2. A method for customizing website traffic tracking data as in claim 1, wherein
2 modifying the embedded tracking code to track the occurrence of a custom event further
3 comprises the steps of:
4 modifying the embedded tracking code to associate a custom attribute with
5 the custom event.
- 1 3. A method for customizing website traffic tracking data as in claim 2, wherein the
2 custom attribute may retain a value for an indefinite period.
- 1 4. A method for customizing website traffic tracking data as in claim 3, wherein
2 configuring, via a user interface, a custom attribute associated with an event to be tracked
3 further comprises the step of:
4 assigning expiration data to the custom attribute.
- 1 5. A method for customizing website traffic tracking data as in claim 3, wherein
2 configuring, via a user interface, a custom attribute associated with an event to be tracked
3 further comprises the step of:

4 assigning version data to the custom attribute.

1 6. A method for customizing website traffic tracking data as in claim 2, further
2 comprising the steps of:

3 generating a configuration string associated with the custom attribute; and,
4 inserting the configuration string in data collection code on a website
5 containing the event to be tracked.

1 7. A system for customizing website traffic tracking data comprising:

2 a data collection server for collecting customized event data;
3 a user interface coupled to the data collection server for configuring the
4 data collector server to receive the customized event data; and
5 a website server, coupled to the data collection engine, containing a web
6 page including a customized event to be tracked, the customized
7 event data inserted into code for the web page.

1 8. A system for customizing website traffic tracking data of claim 6 wherein a
2 website server containing a web page with a customized event to be tracked, the
3 customized event data inserted into code for the web page further comprises:

4 a custom attribute associated with the customized event, the custom
5 attribute being inserted into code for the web page.

1 9. A system for customizing website traffic tracking data as in claim 7, wherein the
2 user interface comprises:

3 an attribute selector for assigning a custom attribute to the customized
4 event; and

5 an expiration data selector for assigning expiration data to the custom
6 attribute, coupled to the attribute selector.

1 10. A system for customizing website traffic tracking data as in claim 7 wherein the
2 user interface comprises:

3 an attribute selector for assigning a custom attribute to the customized
4 event; and
5 a versioner for assigning version data to the custom attribute, coupled to
6 the attribute selector.

1 11. A system for customizing website traffic tracking data as in claim 7, further
2 comprising:

3 a configuration string tool for creating a configuration string associated
4 with the custom attribute, coupled to the user interface.

1 12. A method for customizing website traffic tracking data comprising the steps of:

2 displaying a user interface for configuring a data collector to receive
3 customized event data;
4 receiving tracking data from a website including the customized event
5 data;
6 categorizing tracking data received from the website according to the
7 customized event data configured through the user interface; and
8 storing the customized event data.

1 13. A method for customizing website traffic tracking data comprising the steps of:

2 displaying a user interface for configuring a data collector to receive
3 customized event and attribute data;
4 receiving tracking data from a website including the customized event and
5 attribute data;
6 categorizing tracking data received from the website according to the
7 customized event and attribute data configured through the user
8 interface; and
9 storing the customized event and attribute data.

1 14. The method for customizing website traffic tracking data of claim 13 further
2 comprising the steps of:

3 presenting the tracking data via a graphical user interface received by the
4 website according to the customized event and attribute data.

1 15. The method for customizing website traffic tracking data of claim 14 wherein the
2 step of presenting the tracking data via a graphical user interface received by the website
3 according to the customized event and attribute data further comprises the step of:

4 presenting tracking data including customized event and attribute data
5 categorized by a particular event or attribute.

1 16. The method for customizing website traffic tracking data of claim 15 wherein the
2 step of presenting tracking data including customized event and attribute data categorized
3 by a particular event further comprises the steps of:

4 receiving a selection of a customized event or attribute data from a list of
5 tracking data categorized by the particular event or attribute; and
6 presenting tracking data further categorized by the selection.

1 17. One or more computer readable storage devices having computer readable code
2 embodied on said computer readable storage devices, said computer readable code for
3 programming one or more computers to perform a method for customizing website traffic
4 tracking data comprising the steps of:
5 inserting embedded tracking code in a web page containing a custom
6 event to be tracked;
7 modifying the embedding tracking code to track the occurrence of the
8 custom event to be tracked; and
9 configuring, via a user interface, a data collection server to receive the
10 custom event to be tracked.

1 18. One or more computer readable storage devices having computer readable code
2 embodied on said computer readable storage devices, said computer readable code for
3 programming one or more computers to perform the method for customizing website
4 traffic tracking data of claim 17, further comprising the steps of:
5 modifying the embedded tracking code to associate a custom attribute with
6 the custom event.

1 19. One or more computer readable storage devices having computer readable code
2 embodied on said computer readable storage devices, said computer readable code for
3 programming one or more computers to perform the method for customizing website
4 traffic tracking data of claim 18, wherein the custom attribute may retain a value for an
5 indefinite period.

1 20. One or more computer readable storage devices having computer readable code
2 embodied on said computer readable storage devices, said computer readable code for
3 programming one or more computers to perform the method for customizing website
4 traffic tracking data as in claim 18, further comprising the steps of:
5 generating a configuration string associated with the custom attribute; and,
6 inserting the configuration string in data collection code on a website
7 containing the event to be tracked.